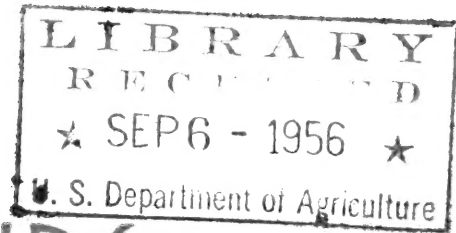


62.17



ORCHIDS

for All

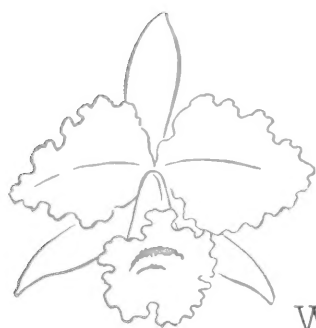
by

ARL J. SMALL

ST. PETERSBURG
FLORIDA



1956 - 7 CATALOG



We sincerely hope that our 1956-7 catalog
will prove helpful to you in selecting plants for
your orchid culture. Great care is taken to provide
our customers with strong, healthy plants which
are vigorous growers.

ORCHIDS FOR YOU
presented by
ARL J. MALL

GROWERS HYBRIDIZERS

Special Offering

EARL J. SMALL ORCHIDS

P. O. Box 576 - 22nd Street Station

St. Petersburg, Florida.

August 27, 1956

Here are a few plants that are too few in number to list in our Catalog. They are sold on a "First Come First Served" basis. We ask you to name second choices or allow us to substitute in the event of prior sale.

CROSS
NUMBER

- | | | | |
|-----|--|--|--|
| 201 | C. DOROTHY MACKAILL (Var. Wings" X
C. DOROTHY MACKAILL "Var. Globe" | A mating of two very fine varieties of this free flowering pure white. These plants always flower during April, May, and June. | 3" Community Pots
18 to 20 plants
\$7.50 |
| 225 | PHALAENOPSIS CLARA I. KNIGHT X
P. ALTADENA Var. Pearl | Large heavy textured flowers with over lapping sepals and petals. Color will range from deep pink to blush shades. | 3" Community Pots
15 to 20 plants
\$7.50 |
| 2 | LC. FLORADORA (Lc. Eminence "Var. Outstanding" X C. Amabilis) | Fine rich lavender flowers with 3 to 5 bloom per spike. A strong growing and free blooming variety that is excellent for the beginner. Summer & Fall. | 5" Pots
\$5.00 to \$7.50 |
| 42 | BLC. CALIGULA "Var. Excelsia" X LC. HELEN WILMER "Var. Orchidhaven". | A beautiful modern hybrid with wide petals of rich lavender color and large well formed lip containing yellow markings in the throat. Winter blooming. | 5" Pots
\$10.00 |
| 93 | C. BARBARA BILLINGSLEY X C. CLEMENTINE GOLDFARB "Osmer's Variety" | A large pure white of extremely free blooming characteristics. Very strong grower. Winter and variable. | 1 3/4" \$1.75
2 1/2" 3.00
3 1/2" 7.50 |
| 103 | C. BELGICA, A.M., A.O.S. X LC. PRINCESS MARGARET No. 2 | Prize winning flowers for exhibition and free blooming characteristics was the aim of this hybrid. Both parents are top quality. Season will be variable. | 1 3/4" 1.75
2 1/2" 3.00 |
| 185 | ONCIDIUM MEMORIA PEPITA DE RESTREPO (Onc. Splendidum X Onc. Luridum) | One of the most beautiful of all Oncidium Hybrids. Long arching sprays of 2 1/2" flowers. Color is deep yellow dotted with rich maroon spots. | 1 3/4" 1.75 |
| 195 | GRAMMATOPHYLLUM MEASURESIANUM | Nice little seedlings of this beautiful collectors item. This variety makes long spikes 4 to 6 feet tall with 2 1/2" to 3" flowers. Chartreuse covered with maroon spots. Very striking. | 3" Pots 3.00 |

- 198 **C. MOSSIAE "R. E. PATTERSON" X C. BING CROSBY "Var. Purple Beauty"**
Easter and Mother's Day flowers with a little character to them. Both parents are quite dark and although some variation is expected, we hope for a large percentage of these to come dark. These plants have been recently potted but are rooting and growing fast. 1 3/4" 1.75
- 255 **LC. JANE FROMAN (C. Alwynii X Lc. Hassalii Alba)**
A very nice Spring flowering white with solid purple lip. A few of these have flowered and the results are very rewarding. 3 1/2" 7.50
- VANDA BURGEFFII (V. Suavis X V. Sanderiana)**
Beautiful two-tone flowers of russett shading into rich spotted pink. Plants to flower this year. 7" Pots
\$10.00 to \$15.00
- VANDA MANILLA (V. Luzonica X. V. Sanderiana)**
Lovely pink flowers with darker maroon spots. Well grown plants should flower the year around with a heavy production of fine pink bloom. Plants to flower this year. 6" Pots
\$12.00 to \$15.00
- V. GILBERT TRIBOULET X V. TATZERI**
Beautiful pink, blue and tan shades in variety. Very free blooming. Plants to flower this year. 6" Pots
\$10.00
- V. ROTHCHILDIANA (V. Coerulea X. V. Sanderiana)**
The finest deep blue Strapleaf Hybrid. Flowers are large, round and flat, 4" to 6" across and bloom several times a year. Selected flowering size plants. \$35.00 to \$50.00
- PHAIUS GRAVESIAE (P. Grandifolius X P. Wallichii)**
The free flowering characteristics of P. Grandifolius combined with the larger more colorful and heavy substance of P. Wallichii has really produced an outstanding Hybrid. These are very strong plants and guaranteed to please. 6" and 7" Pots
\$7.50 to \$15.00
- SPATHOGLOTTIS PLICATA ALBA.**
A beautiful terrestrial orchid having glistening pure white flowers about 1 1/2" to 2" across. Very easy to grow and flowers over a long period during the late Winter and Spring. 4" Pots
\$7.50
- CYPRIPEDIUM BELLATULUM (Species from Siam)**
Beautifully marked large, round, cream colored flowers with chocolate purple spots. Dwarf growth habit. Warm growing type. 4" Pots
\$10.00
- CYPRIPEDIUM CONCOLOR (Species from Siam)**
Creamy yellow to buff colored flowers with beautiful shape. Warm growing type with very dwarf growth habit. 4" Pots
\$10.00

SPECIAL NOTE: We have many other Vandas in limited quantities.
Please write for list of those available at this time.

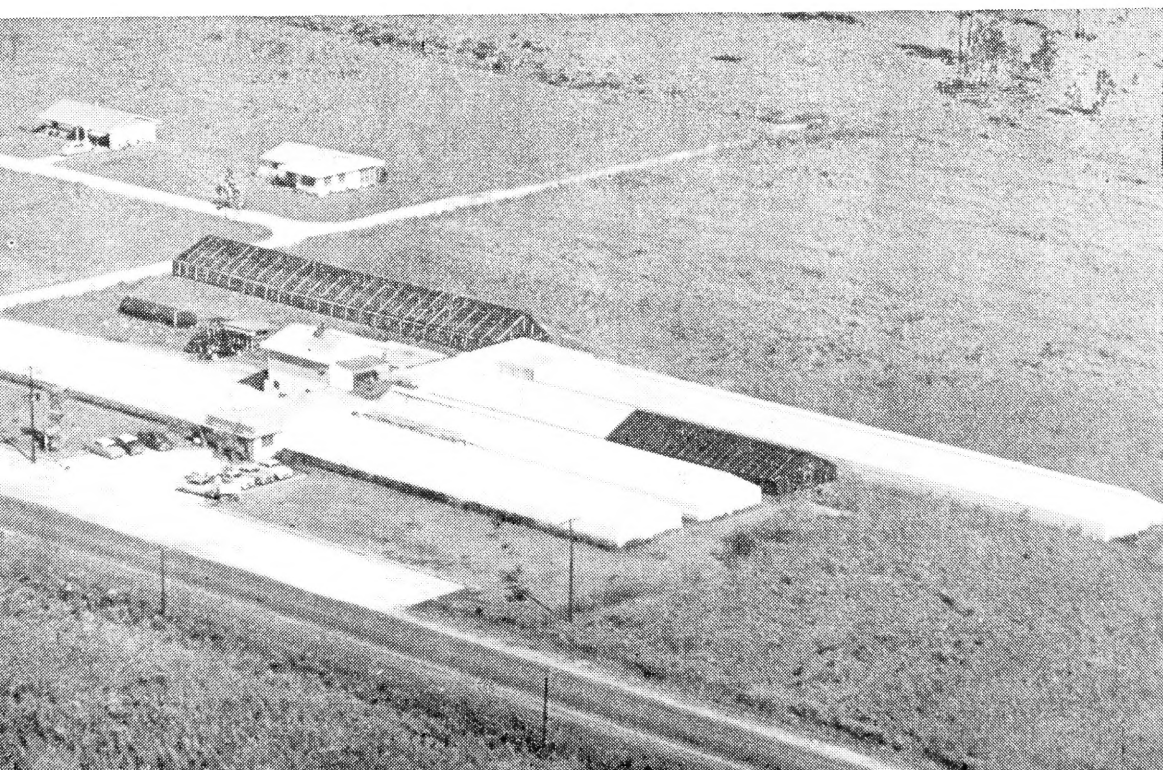


Earl J. Small

● Orchids fascinate everyone because of their tremendous variety in sizes, colors, shapes and scents. We are proud to present a fine selection for either house culture or green house growing. We welcome you to "Orchid Growing" . . . whether you want to raise one plant or a thousand.

Sincerely,

Earl J. Small



●
OPEN

to
Visitors
Every
SUNDAY
9 AM.
to
4 P.M.



TREASURED JEWELS

Orchid seeds are planted in our Laboratory using conditions very similar to that found in surgical operating rooms. They are grown for one year on a sterile agar media encased in a tightly corked flask with only a tiny cotton plug to allow plants to breathe. The seedlings are planted into community pots of about 30 plants each when about $\frac{1}{2}$ inch high.



All orchid seeds are germinated in flasks by a laboratory technician who tends them carefully for a year's time.

1956-57 CATALOG

CATTLEYA SEEDLINGS

CROSS NUMBER		POT SIZE	PRICE PER PLANT
82	LC. PRINCESS PRUDENCE X LC. SOUTH ESK. A very fine hybrid of excellent quality and size. Lc. Princess Prudence is richly colored and a mating with Lc. South Esk should produce very choice flowers for Winter.	3 1/2"	7.50
88	C. JESSICA DRAGONNETTE (C. Intertexta Juliettae X C. Barbara Billingsley) A very free blooming pure white for the Christmas and Mid-Winter Season. Exceptional growth habit. Sepals and petals are paper white with a slight touch of lemon yellow in the throat.	3 1/2"	7.50
99	C. WHITE FLAME (C. Helen Durfee X C. Frances Carlson) An extraordinary free blooming Fall white. Pure white sepals and petals of good form and a nice lip with yellow throat. This was made to fill the demand for September weddings, but flowers right on up to Christmas.	1 3/4" 2 1/2" 3 1/2"	1.75 3.00 7.50
105	LC. EARL J. SMALL (Lc. Altesse "Dark Late Variety" X Lc. Princess Margaret No. 2.) This is going to be one of the best "all around" hybrids ever produced. The cross was made in December with both parents in flower at the same time, but the first seedlings have flowered in June. We expect this cross to follow the pattern in both parents and flower several times a year as each new growth is produced. Flowers will be a rich lavender of good form and substance, and will have a large deep lip with some markings of yellow in the throat.	1 3/4" 2 1/2" 3 1/2"	2.00 4.00 10.00
106	C. BRIDAL BOUQUET (C. Henrietta Japhet "Variety the Bride" X C. Barbara Billingsley "Variety E. J. Small, A.M. A.O.S.") First flowers of this cross have exceeded our hopes for a fine medium sized pure white for wedding work. Form and substance are excellent, and the blooms are very long lasting. Season is expected to be Winter and variable.	1 3/4" 2 1/2" 3 1/2"	1.75 3.00 7.50
113	LC. EARL J. SMALL (Lc. Princess Margaret No. 2 X LC. Altesse "Dark Late Variety") A reverse cross using the same parent plants as our No. 105. Both crosses are very vigorous.	1 3/4" 2 1/2" 3 1/2"	2.00 4.00 10.00

CROSS NUMBER		POT SIZE	PRICE PER PLANT
132	C. ALESIA ALBA X LC LOUELLA PARSONS Nice white colored lip, Season probably May and June with some secondary flowering again in Fall - should be very free blooming.	1 3/4"	1.75
133	LC. VALLANDINA X C. BELGICA "Var. Orchidhaven" A.M., A.O.S. A finer mating of plants for Christmas flowers couldn't be found. The heavy substance and rich color of the Lc. Vallandina, crossed on the large magnificiently formed C. Belgica should make exhibition flowers and plenty of them.	1 3/4"	1.75
134	C. ENID ALBA "Var. April" X C. OKAMI ALBA Early Spring white with colored lip. Flowers to meet the demand at Easter. Both parents very free flowering and robust growers.	1 3/4"	1.75
135	DENDROBIUM LILIHA (D. Pauline X D. Phalaenopsis "Dixon Strain") The D. Pauline in this cross is almost constantly blooming the year around. By breeding with the famous Dixon strain of Denphal a very dark hybrid similar to D. Louis Bleriot has been produced and it is hoped that the ever blooming qualities will be retained. Strong plants.	1 3/4" 2 1/2"	1.75 3.00
140	C. SARA COHN X LC. LUMINOSA AUREA. A cross of two richly colored yellows. Neither plant has ever produced an imperfect flower. Flowering period will be late Spring and variable.	1 3/4"	1.75
142	LC. APRICOSA X LC. HENRIETTA J. DANE A mating of a good orange yellow on a rich golden yellow can't fail to make beautiful yellow orchids.	1 3/4"	1.75
144	LC. SOUTH ESK. X LC. PRINCESS MARGARET These vigorous little seedlings are expected to make exhibition size flowers of very fine quality. Season should be variable.	1 3/4"	1.75
145	LC. KATHLEEN GRAY X LC. HENRIETTA J. DANE Yellow to bronze flowers with vigorous production are expected from these parents.	1 3/4" 2 1/2"	1.75 3.00
146	C. BOW BELLS X C. JEANNE PATTERSON C. Bow Bells needs no description as it has won more prizes than any other orchid ever raised, however, the other parent in this cross is equally as fine if not as well known. It flowers in May and June - just right for weddings and graduations.	1 3/4"	1.75

CROSS NUMBER		POT SIZE	PRICE PER PLANT
160	LC. KING REX X BLC. ZANTURANO Very rich shades of chartreuse, yellow, or orange with considerable variation is expected from this complex and unusual hybrid.	1 3/4"	1.75
169	LC. LORRAINE SHIRAI "Var. Apricot" X LC LORRAINE SHIRAI "Var. Houston". A cross between two very exceptionally nice yellow hybrids. Sepals and petals are very deep yellow and the lip is dark red.	1 3/4"	1.75
171	C. ST. PETERSBURG "Var. Fairy" X C. BOB BETTS "Var. Miss America". Very choice quality pure whites. Should produce exhibition flowers.	1 3/4"	1.75
182	LC. ALTESSE "Dark Late Var." X LC. EDWIN J. FANCOURT. Large flowers of superb quality and substance for exhibition. Winter and variable.	1 3/4"	1.75
194	ANGRAECUM EBURNEUM Long stems of white flowers about 3" across. Long lasting Winter bloomers. A very unique and beautiful orchid.	1 3/4" 2 1/2"	1.75 3.00
196	LC. ERNIE PYLE X C. BING CROSBY "Var. Purple Beauty" Rich lavenders and deep purple shades. Blooming period during Easter to Mother's Day period. These are the most vigorous seedlings we have ever raised and should flower at an early age.	1 3/4"	1.75
281	LC. LINNAEUS T. SAVAGE X C. GLORINETTE "Variety Superba" Right from the flask, this cross has proven the results of an excellent mating by its unusually strong growth habit. Little needs to be said on behalf of C. Gloriette "Variety Superba" whose flowers are world renown for their beauty, size and shape. Breeding this fine Lc. Linnaeus T. Savage will produce an excellent new hybrid of extremely rich colors for the Winter Season.	3 1/2" 5"	7.50 12.50
295	LC. ALTEN X C. TITRIANAE "Very Fine Variety" Lc. Alten is one of our finest Winter hybrids. Its flowers are always large, heavy textured and usually borne 4 to 6 on a spike. By mating it with this particular C. Titrianae we expect an even greater new Winter flowering hybrid.	3 1/2" 5"	5.00 7.50

CROSS NUMBER		POT SIZE	PRICE PER PLANT
318	LC. VANDELETTA (Lc. Ibbie X C. Leda) A very fine hybrid of medium size that flowers prolifically from September to Christmas. It is not at all unusual to have 7 to 9 blooms per spike. These are all very large plants standing 18" to 28" high. (See photo page 10)	6" 7"	15.00 20.00
342	LC. MAX J. PALM X. LC. DERRYNANE Lc. Max J. Palm is a large dark flower of excellent form. Breeding it with the dark variety of Lc. Derrynane has produced some very fine hybrids that will show up in Exhibition Lists as the plants mature.	2 1/2" 3 1/2"	3.00 7.50
358	C. FRANCES ELAINE (C. Enid X C. Gloriette) This hybrid has already proven itself to be a very heavy producer for Fall and Winter. Even some of the plants in 3 1/2" pots have put on as many as three large flowers. They are characterized by large richly colored sepals and petals, set off by a large dark contrasting lip of velvety purple, sometimes further enhanced by a rich yellow throat.	5" 6"	7.50 10.00
420	C. ST. PETERSBURG "(Syn. C. Claris)" (C. Clementine Goldfarb X C. Eucharis) An excellent free flowering pure white with yellow throat. Usually flowers several times a year with flowers in late Winter to early Spring and secondary growths flowering during the wedding month of September.	5" 6"	18.00 25.00
424	LC. LOUELLA PARSONS (Lc. Jane Dane X C. Gigas "F.M.B.") A beautiful free flowering white with colored lip. The bloom are quite large and generally put out most of their flowers in June with a secondary crop that starts in September and continues until Christmas.	5" 6"	18.00 25.00
425	LC. GEORGE E. BALDWIN (Lc. Princess Margaret X C. Enid) This is one of best known of the choicer hybrids. Often flowering twice a year - May - June, and again September thru Christmas. Large well formed flowers of rich deep lavender are produced on very strong growing plants.	5" 6"	15.00 25.00 Specimen Plants 35.00 to 75.00
426	C. FLORENCE PATTERSON (C. Clementine Goldfarb X C. Rita Sladdin) Another very free producing pure white that is much like C. St. Petersburg. Plants seem to be a little more robust growers and the flowers sometimes run slightly larger.	5" 6"	18.00 25.00

CROSS NUMBER		POT SIZE	PRICE PER PLANT
428	LC. ALTEN (Lc. Altesse X C. Enid) A very exceptional type plant that is a strong grower and heavy producer of very large flowers. Nice form with good heavy substance. Rich lavender sepals and petals with large deep lip enhanced by ruffled edge.	5" 6"	25.00 35.00
429	LC. WALTER WINCHELL (C. Tappan X Lc. Dupressan) This is the best and most colorful of Winter flowering hybrids. The flowers range from brilliant lavender to a deep purple and have a sheen that makes them all stand out. The lip is very dark and marked with rich yellow.	5" 6"	25.00 35.00
545	C. ALESIA ALBA (C. Mossiae "Reineckiana" (Youngs Var.) X C. Dionysious Alba) A beautiful white with colored lip somewhat superior to C. Enid Alba. Flowering Season, though variable, seems to be Fall and Winter.	5" 6"	18.00 25.00
551	C. CATHERINE PATTERSON (C. Enid Alba X C. Mrs. Frederick Knollys Alba) Another very nice white colored lip of the Enid Alba type, but with more intense coloring in the lip. Large white colored lip flowers during Winter months.	5" 6"	18.00 25.00
565	C. ENID ALBA (C. Mossiae "Reineckiana" Young's Var. X C. Gigas "F.M.B.") The most productive white hybrid ever produced. Large white flowers with beautifully marked purple lips are produced from December into early Spring. Growth habit of plants is exceptional as they rapidly branch out into multilead plants.	5" 6" Specimen Plants	15.00 20.00 35.00 & 50.00

**RARE
SPECIES**

C. SKINNERI ALBA

At last Divisions of this rare Species are now available. This strain has iridescent pure white sepals and petals with a white lip marked only faintly with lilac deep in the labellum. This is the nearest to pure white we have ever seen in this Species. Strong growers.

4 and 5 bulbs
35.00

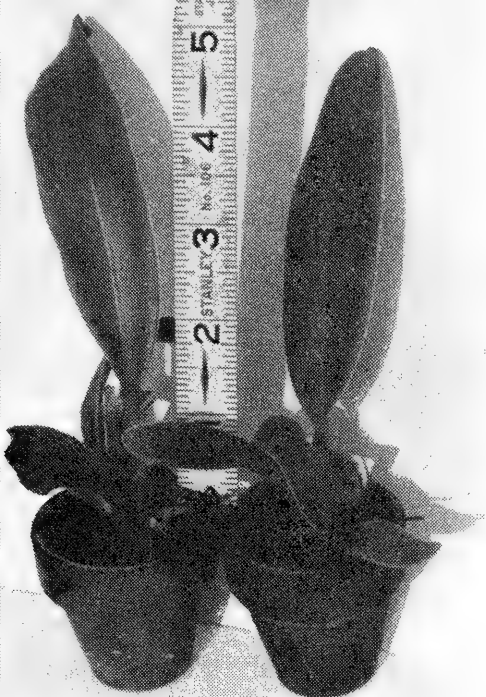


COMMUNITIES 3" POTS

• •

These are strong growing pots containing 18 to 35 Seedlings, most of them about ready to be separated into Thumb Pots. In general the varieties containing fewer plants will be the largest in size.

-
- 196 LC. ERNIE PYLE X C. BING CROSBY "Var. Purple Beauty"**
 Flowers of rich lavenders and deep purple shades set off by intense dark lips will characterize these plants. Made to produce choice flowers during the period of Easter to Mother's Day when good flowers are always in demand. 25 to 30 plants **7.50**
- 198 C. MOSSIAE "R. E. Patterson" X C. BING CROSBY "Var. Purple Beauty"**
 Easter and Mother's Day flowers consistently bring good prices. This will be another fine hybrid with rich dark flowers, and should bear little or no resemblance to typical Mossiae types. 25 to 30 plants **7.50**
- 205 C. DOROTHY MACKAILL X. C. FLORENCE PATTERSON**
 Pure whites for the Easter and Mother's Day period. This cross should flower from April thru June with good pure white flowers having only a touch of yellow in the throat. These seedlings have been very vigorous growers. 18 to 25 plants **7.50**
- 230 P. MARGARET BEAN (P. Altadena. "Var. Pearl" X P. Doris "Proebstle's Var.")**
 Large well formed flowers with overlapping sepals and petals of good substance. White or occasionally blush pink. 18 to 20 plants **7.50**
- 232 P. DORIS "Proebstle's Var." X P. FIREFLY "Red Lip Var."**
 Large white flowers of excellent form and substance with long lasting qualities. 18 to 20 plants **7.50**
- 233 P. DORIS "Proebstle's Var." X P. WHITE FOAM**
 These seedlings should produce flowers of extreme size and substance as well as excellent form. P. White Foam is one of the P. Cast Iron Monarch Hybrids and it is outstanding. 18 to 20 plants **7.50**
- 238 BC. SEAFOAM "Var. Snowsheen" X BC. BRITISH QUEEN**
 A cross of two very fine white Brassos. Both parents have excellent form, good white sepals and petals and beautifully shaped fringed lip. Season expected to be late Winter and Spring. 18 to 25 plants **12.00**
- 241 LC. FLORENCE PICKARD X. BC. SEAFOAM "Var. Snowsheen".**
 This is a new hybrid between a beautiful white Brasso of excellent proportions and a brilliantly white colored lip type that blooms several times a year. Flowers from this cross should range from pure white to flowers with beautiful lavender tinted lips. Season should be early Spring and variable. 20 to 25 plants **12.00**
- 249 LC. HELEN WILMER "Var. Orchidhaven" X LC. ERNIE PYLE.**
 Another dark cross aimed at Spring flower production. Lc. Helen Wilmer has very deep purple flowers with petals that are as wide as they are long. Mating this with the floriferousness of Lc. Ernie Pyle should make a prize winning hybrid. 20 to 25 plants **10.00**



ORCHID POTS



Seedlings in 1 3/4" Pots

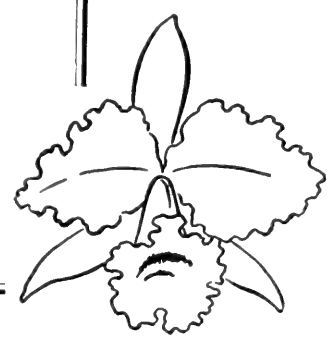
All are large plants for the size of the pot; they should be planted in 2 1/2" pots. Averaging five inches high they should flower in about three years.

Seedlings in 3 1/2" Pots

These are very large, nearly mature seedlings ready for 5" pots when delivered. Many will flower within a year.

SPECIAL GROUP PRICES

Any five of the 1 3/4" size plants	\$ 7.50
15 different 1 3/4" size plants	\$21.00
(1 each of 15 varieties)	

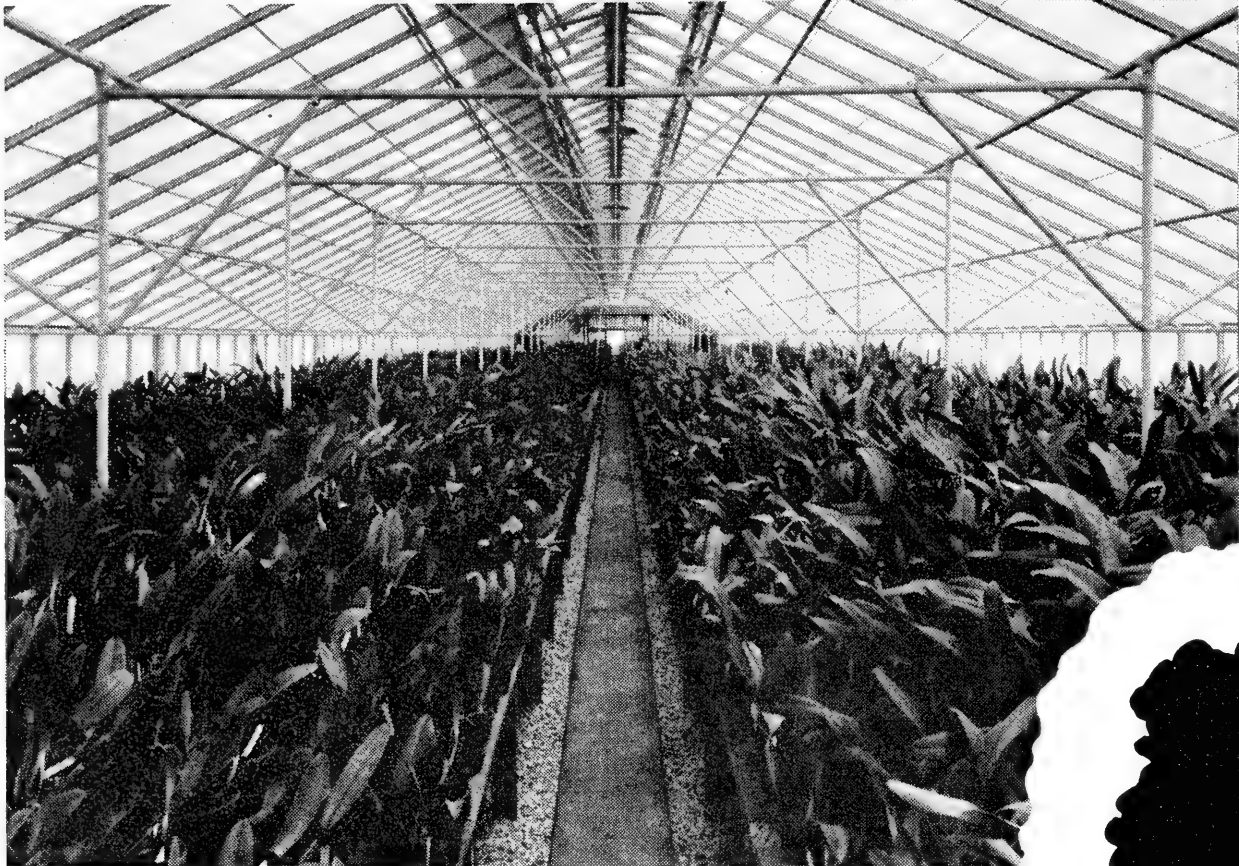


A typical 3" Cattleya Community Pot showing relative size of individual plants after transplanting into 1 3/4" Pots.

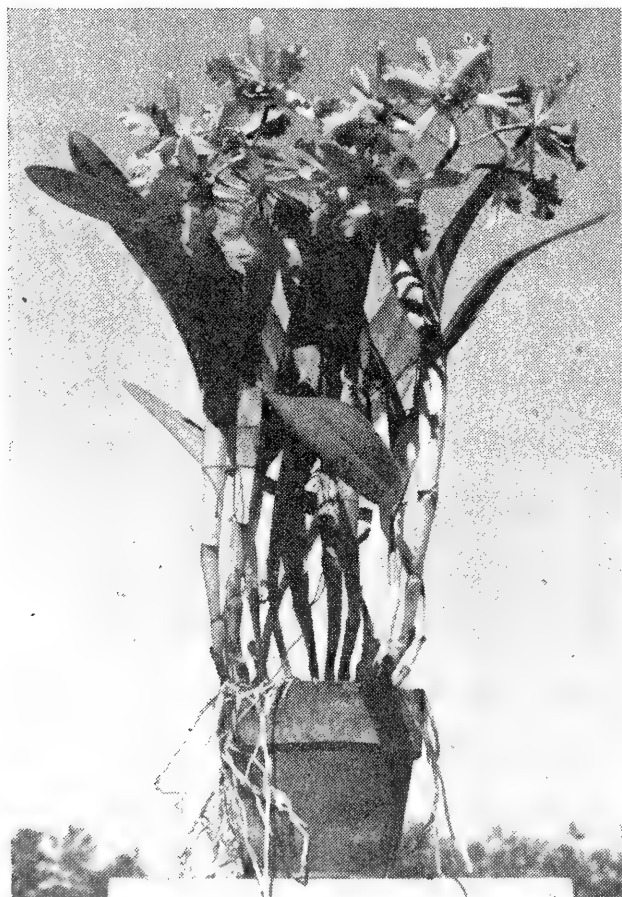
Seedlings in 2 1/2" Pots

We think this is the best offer in our catalog! These are large plants averaging 8" to 10" in height and are ready for 3 1/2" or 4" pots. — Expected to flower in less than two years.





Above: one of our eight greenhouses picturing about five thousand mature plants that were raised in our ranges.



L. C. Vandaletta



See
following pages for:

Supplies	14-17
Books	18
African Violets	19
Gloxinias	20

We are prepared to make shipments the year around in all types of weather. We have a special padded insulated wrapper for use in the winter where shipments must go into cold climates. In addition to this, we check weather reports and do not ship when extremely bad weather conditions exist at the destination. Fast transportation by air makes us nearer than ever before from the most distant parts of the world; the danger of injury of plants during transportation is practically non-existent.

We appreciate your patronage and wish you success in your
ORCHID GROWING.





Cattleya St. Petersburg

Announcement



See Page 19
for
Special
"Gift Offer"
of
African Violet
Plants
and Page 18 for
Book Reference



Visitors are enthusiastic over African Violet displays

BLOOMING SIZE PHALAENOPSIS PLANTS

3" size — \$3.75

We have a limited number of the following varieties of Phalaenopsis in 3 " pots, all are large enough to flower this winter. Please specify a second choice or allow us to substitute in event of prior sale.

Phalaenopsis Doris

Phalaenopsis Karen

P. Katherine Siegwart X P. Altadena Var. Pearl

P. Doris X P. Tetraploid Hybrid

P. Katherine Seigwart X P. Aveline

P. Katherine Seigwart X P. Cast Iron Monarch

Larger plants of most of the above are available at \$5.00 to \$7.50 each

AN INVITATION

SPECIAL DISPLAYS are arranged for you and your friends each Sunday (No Admission Charge) at Earl J. Small's main greenhouses located at 49th Street and 70th Avenue North, St. Petersburg, Florida (Pinellas Park). Hours 9 to 4. Plan to see these beautiful displays of Orchids, Gloxinias and Violets.

See inside back cover
for Conditions of Sale

We wish you good "orchid growing!"

A very practical and attractive way to grow your orchids

IN STURDY LONG LASTING
CALIFORNIA REDWOOD

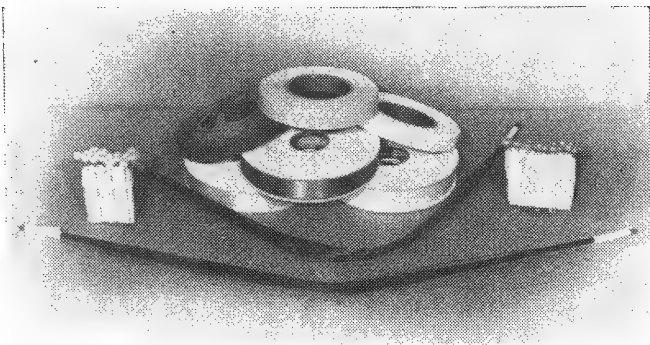
BASKETS

6" inside	\$.85
8" inside	1.00
10" inside	1.25
12" inside	1.50



Double Wire Hangers
Best Orchid Hangers Made!

3 for \$1.00
\$25.00 for 100
500 or more 22c each



CORSAGE KITS...\$5.95 ea.

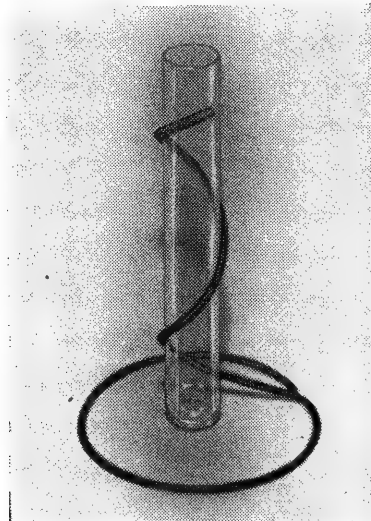
A complete kit containing 3 full 50 yard bolts of ribbon (2 shades orchid and 1 white); 3 colors floratape - 2 sizes wire and 4 dozen corsage pins.

ORCHID VASES

Decorative - simple - effective

50c each

\$3.60 per case of 12



HELPFUL SUPPLIES . . . For Orchid Growing

All articles on these pages are priced F.O.B. St. Petersburg and will be sent charges collect, via cheapest and best means, unless you specify otherwise. Most of the smaller items would be packed in with your order for plants and would travel with no added expense. Florida residents must add 3% Sales Tax on all supplies. No tax on plants.

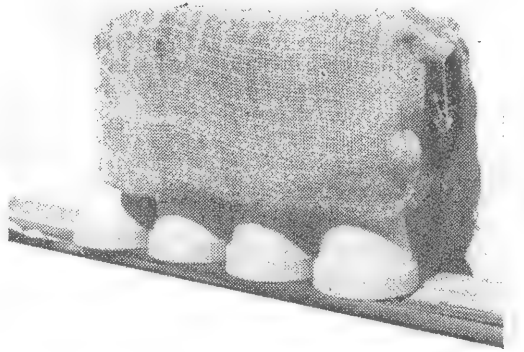
OSMUNDA FIBER

HOBBY BAG

(for two to three plants)..... \$1.25

FULL BALE

(approximately 4 Cu. Ft.).....8.50



IVORY ORCHID BARK

The new potting medium from California made from the bark of the White Fir tree. Easy to work with and produces roots amazingly quick.

Hobby Bag (for 3 to 5 plants).....\$1.25

Full Sack (2 Cu. Ft. approx. 50 lbs.)..... 5.75

ORCHID SEEDLING MIX

A special media made up for potting small seedlings from Community Pot size up to 3 1/2" size. Mixture contains granulated Cork, Perlite, Granite, Charcoal and Osmunda Fiber.

Medium Bag (enough for about 20 - 3" pots).....\$1.25

CORK CHIPS

This is a coarse grade of chopped pure cork consisting of pieces averaging about 1 1/2" in diameter and can be used for large pots from 4" to 8" in diameter. Very useful for mixing with charcoal for Vandas.

Large Bag enough for approximately 10 to 12 - 5" pots.....\$1.75

ATLAS FISH EMULSION

We are distributors for the original 100% fish fertilizer made from sea-going fish and proven to be the best for Orchids, African Violets, Ferns, etc.

4 oz. size	\$.39
Pint size	1.00
Quart size	1.90
Gallon size	6.25



Dealers: Write for wholesale discounts on case lots.

WATER BREAKER NOZZLES



The "400" Water Breaker

An outstanding nozzle for putting out plenty of water without washing away soil or other potting media.

each\$1.50

ORTHO MALATHION — 50% Strength

For complete control of all scale and insects.

4 ounce size\$1.00

ORTHOCIDE — 50% captan

One of the best Fungicides for Orchids

8 ounce size\$1.25

2½ lb. size\$3.95

PLASTIC LABELS — Stick-in type

5/8" x 4" — 100 for\$1.00

POTTING STICKS — all aluminum - double end

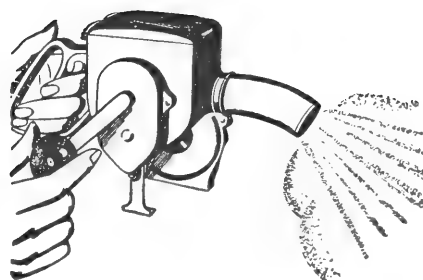
The best all purpose stick — Each.....\$2.75

MIDGET DUSTERS

The famous J & P Duster

For applying all types of insecticides in a dust form. Made of cast aluminum.

\$9.95



SLUG KILL — 15% Metaldehyde Dust

For the control of all slugs and snails. Ideal for use in the above duster.

4 lb can\$3.50

LETHALAIRE AEROSOL SPRAYS

We are agents for this famous line of Aerosol fumigants, including the following for use on orchids:

G-54 - Parathion 10% — 4 lb. cylinder.....\$8.00

G-62 - Malathion 15% — 4 lb. cylinder..... 9.75

No. 30 - Lethalaire applicator 36" and
cylinder sack 7.25

DEPOSIT on each cylinder ordered 3.75

**12 or more cylinders freight prepaid to and from
factory.*



POTTING SHEARS — No. C-4A Wiss

The ideal heavy duty shears for potting Orchids.

Each\$3.75

CHATELIER'S — Complete and Balanced Plant Food

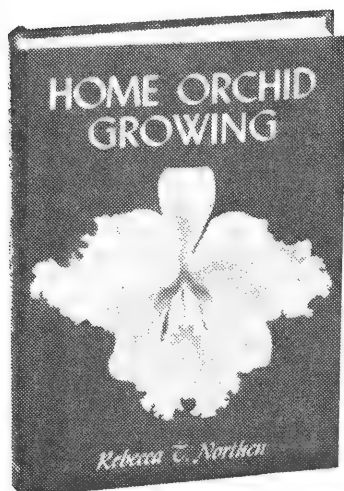
You'll find this food ideal for "soil grown" as well as "water grown" plants. Ornaments all grow like magic with Chatalier's dissolved in water. Economical to use. Easy to apply. No odor. Stores indefinitely. We especially recommend for Orchids, African Violets and Gloxinias.

3 1/2 ounce\$.25

1 lb.89

5 lbs. 2.25

For your "GROWING" Library
Why not add these reference books?



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GROWING**

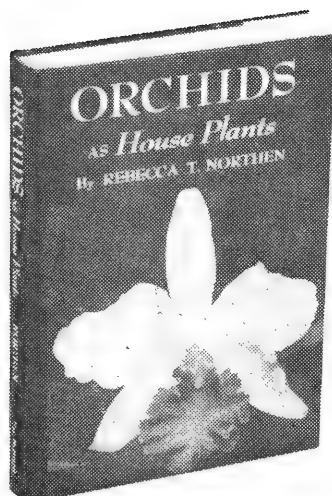
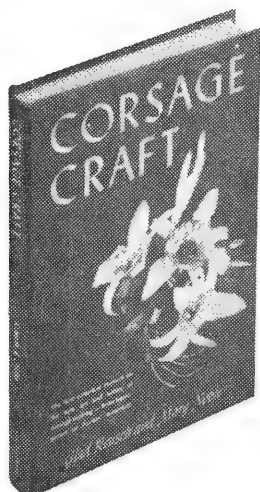
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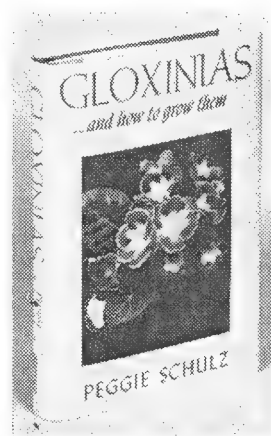
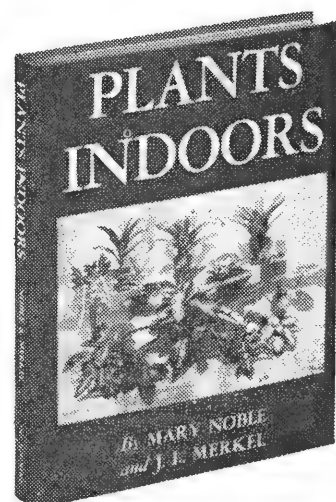
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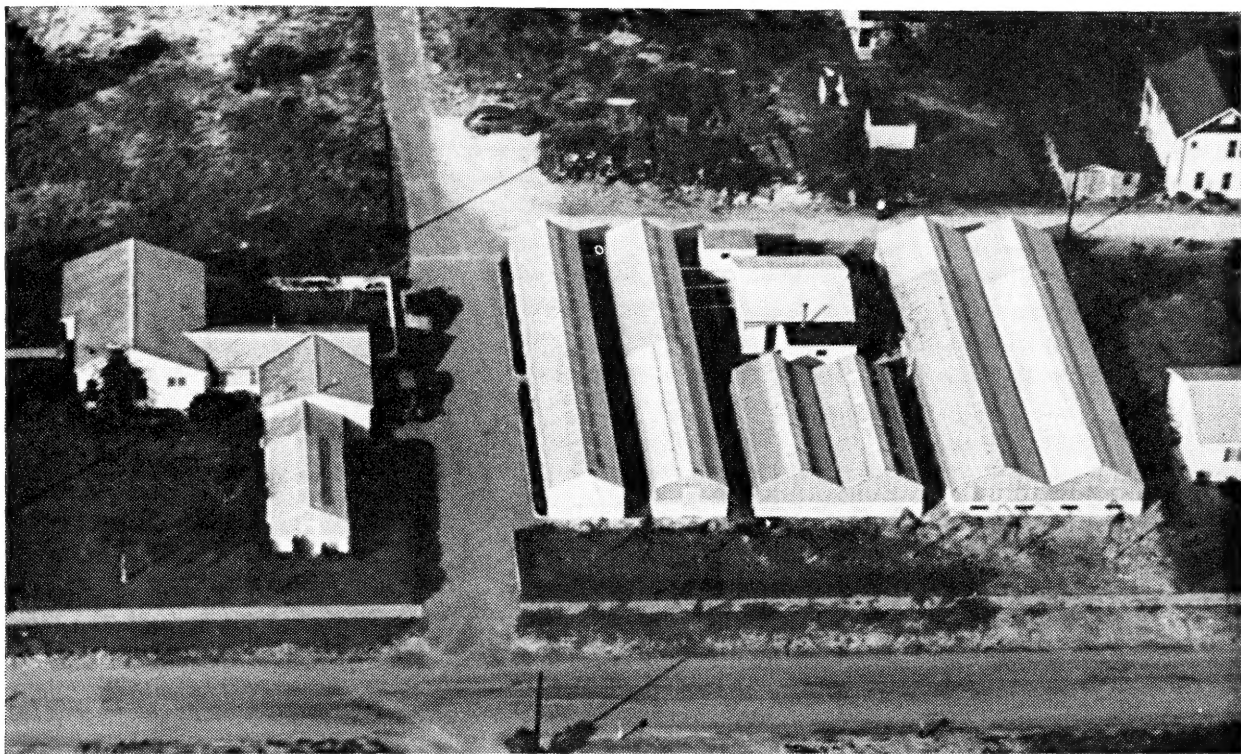
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EASY GUIDE to AFRICAN VIOLETS . . by William L. Meachem - \$1.95



Above is an aerial view of our African Violet range at 566-49th Street South

CHOICE AFRICAN VIOLETS

We are the leading producers of African Violets for the wholesale florist trade in Florida and can supply

BEAUTIFUL PLANTS IN 4 INCH POTS
in Full Bloom with Lots of Buds

SPECIAL GIFT OFFER for the Connoisseur

12 assorted, choice, new varieties (including Double Pinks) shipped prepaid via Railway Express any place EAST of the Mississippi

Only \$17.95

◁ A fine reference book for the beginner or expert grower of African Violets.

SMALL'S *Gloxinia* SEEDLINGS



GLOXINIA DISPLAY OF OVERWHELMING BEAUTY!

A house of Gloxinias showing development from potted seedlings to the blooming plant. Right foreground, seedlings one week after potting; Left of Center, foreground, four weeks after potting; Further to the left are plants after eight weeks; and in the right background, plants beginning to flower after eleven to twelve weeks.

See page 18 for . . .

"Gloxinias and how to grow them"

SPECIAL ALL COLOR ASSORTMENT

This is a well balanced mixture of the best commercial types made up from separate colors. Formula varies slightly with the season, as some varieties are better at one season than at others. Mixture is approximately as follows:

- 45% Solid Red types
- 15% Solid Blue — Purple types
- 15% Red and White combinations (White border or white center)
- 10% Blue-Purple and White combinations (White border or white center)
- 5% Solid White
- 10% New and unusual types such as speckled varieties, colossal giants, new colors, etc.

These varieties will mature in 90 to 120 days depending on climate. Our seedlings are not to be compared to the common 5 petal varieties such as those from Belgium sources. All of our strains have flowers of 6 to 8 petals.

\$18.00 per 100 — \$160.00 per 1,000

Minimum order 50 plants — Shipped only in multiples of 50 plants

250 at 1,000 rate

Available all year. Special colors on request with 30 days advance notice.

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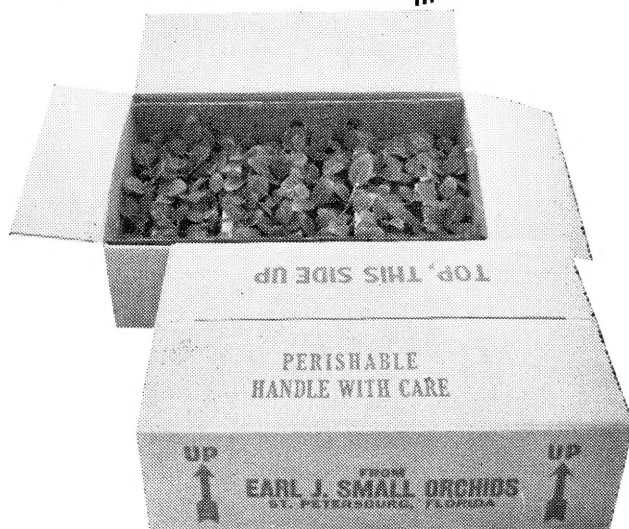
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2 INCH

BANDED PLANTS

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IN BALL-PAK



50 Gloxinia Seedlings packed and ready for shipment in BALL-PAK

CONDITIONS OF SALE



1. Orders will be filled in the order they are received.
2. We do not make a packing charge, but cannot accept orders for shipment of less than \$5.00.
3. All orders are F.O.B. St. Petersburg and unless otherwise advised, shipment will be made via Railway Express, collect. However, for faster service to distant points and in cold weather, we recommend Air Express (or Air Freight on large orders). All shipments to Hawaii are made via Air Mail Parcel Post. In order to save time to this area, our firm will advance the necessary postage, but in return ask reimbursement of these charges promptly upon receipt of bill for same.
4. Our firm has been properly authorized to handle shipments to Hawaii, but first the customer must forward with his order his permit which he must obtain from the board of Commissioners of Agriculture and Forestry, Honolulu.
5. Unless your credit has been established with us, kindly enclose check, money order, or bank draft to cover payment of your order in full.
6. We prefer to ship all large plants and larger seedlings out of pot to lower the cost of shipping, particularly when the distance is great. Unless requested to ship plants in pots, all large plants will be carefully removed and packed for safe arrival in light weight cardboard shipping containers.
7. Claims for damaged shipments must be filed immediately with the carrier by the consignee. We make every effort to pack carefully, and our responsibility ends when the shipment is accepted by the carrier.
8. All plants in this catalog are offered subject to prior sale and we reserve the right to substitute a similar cross of equal or better value unless a choice is given or you specify "no substitutions".



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St. Petersburg, Florida

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Potted Plant Range

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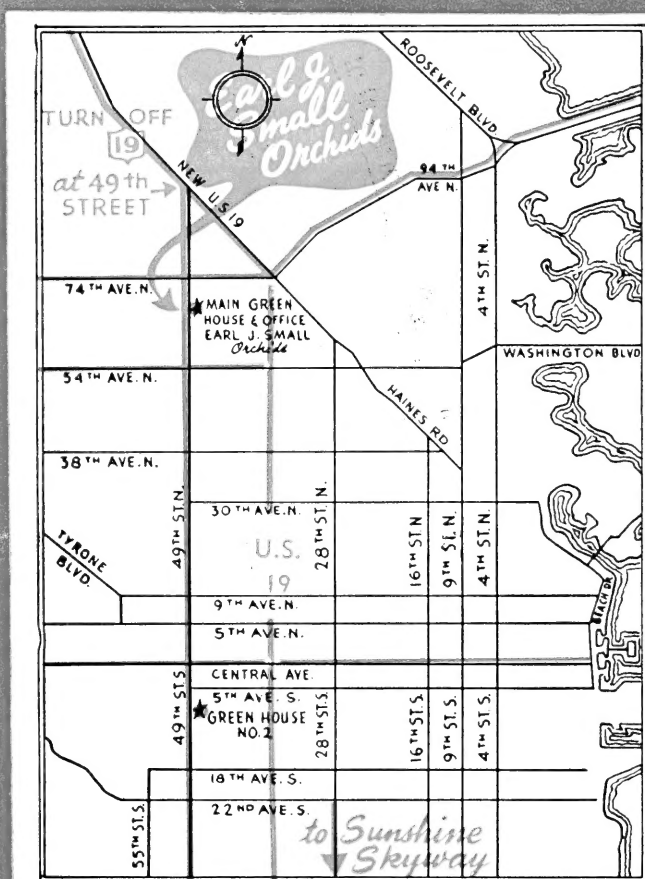
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